

### **Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims:**

1. (Currently amended) A method for enhancing a broadcast video program originating from a headend, comprising:

transmitting interactive content from a server system to plural types of local devices having different hardware platforms over a data communications network, the interactive content originating from the server system related to synched with the broadcast video program originating from the headend, each of the plurality of local devices storing the transmitted interactive content in a local data store coupled to the local device;

identifying by the server system the plural types of local devices receiving the transmitted interactive content that are to provide interactivity with the interactive content;

selecting by the server system a plurality of different base software programs for the identified plural types of local devices;

transmitting by the server system over a data communications network a corresponding one of the plurality of selected base software programs to each of the plural types of local devices based on the identified type; and

during the broadcast of the video program, the server system transmitting to the plural types of local devices over the data communications network one or more messages to command the local devices to retrieve the content identified by the one or more messages from their respective local data stores to display the identified content on the plural types of local devices, wherein each of the plurality of selected base software programs receives and interprets the one or more messages from the server system and displays the interactive content in accordance with requirements associated with the type of local device.

2. (Original) The method of claim 1, wherein the content and messages are sent via Internet Protocol.
3. (Original) The method of claim 1, further comprising, in response to an advertisement being broadcast, the server system selecting one additional advertisement from a plurality of different advertisements tailored to different users, the one advertisement being related to, and for display at the same time as, the broadcast advertisement.
4. (Previously Presented) The method of claim 3, further comprising the server system maintaining user profiles, wherein the server system selects the one additional advertisement based on the user profiles.
5. (Original) The method of claim 3, wherein the server system selects the one additional advertisement based on the user's location.
6. (Previously Presented) The method of claim 1, wherein the broadcast video is broadcast over television, radio, or the Internet.
7. (Previously Presented) The method of claim 1, further comprising:
  - transmitting the interactive content to the plural types of local devices during the broadcast of the video program;
  - storing the transmitted interactive content in each of the local data stores coupled to the plural types of local devices; and
  - later transmitting messages by the server system to identify the transmitted interactive content to be displayed.
8. (Previously Presented) The method of claim 1, further comprising transmitting the interactive content before the broadcast video program begins for storage on the local device, and transmitting messages by the server system during the video program to identify content to be displayed during the event.

9. (Original) The method of claim 1, wherein the content is provided by downloading or by flashing.

10. (Previously Presented) The method of claim 1, wherein the messages do not include Internet addresses for accessing and displaying the content.

11. (Previously Presented) The method of claim 1, wherein at least two of the plural types of local devices are programmed to display the interactive content in a manner different from each other in terms of location of content on a display.

12. (Previously Presented) The method of claim 11 further comprising displaying the broadcast video program, wherein the broadcast video program and the interactive content are provided on the same display but in different windows.

13. (Previously Presented) The method of claim 11 further comprising displaying the broadcast video program, wherein the broadcast video program and the interactive content are provided on separate displays.

14. (Previously Presented) The method of claim 1, wherein the interactive content includes content applicable to multiple episodes of the broadcast video program for display during each of the episodes, and other content that is applicable to specific episodes for display during the respective specific episodes.

15. (Previously Presented) The method of claim 1 further comprising:

receiving and storing the broadcast video program, the interactive content, and the messages in a recording device coupled to at least some of the local devices; and

associating the timing of the messages with the programming such that the playback of the broadcast event from the recording device includes the content and messages for being provided at the same relative time as during the broadcast.

16. (Original) The method of claim 15, wherein the server system is responsive to a user entering data in response to content displayed during playback of a broadcast event for providing follow-on content related to the user entering data.

17. (Previously Presented) The method of claim 1, wherein each of the selected base software programs includes a device-specific configuration file for interpreting the one or more messages.

18. (Previously Presented) The method of claim 1, wherein a first one of the plural types of local devices is programmed to receive and present a portion of the content from the server system in one manner, and a second one of the plural types of local devices is programmed to receive and present the same portion of the content from the server system in another different manner.

19. (Previously Presented) The method of claim 1 further comprising:

maintaining by the server system multiple local advertisement messages directed toward different users or groups of users; and

responsive to an advertisement broadcast with the broadcast video program, selecting by the server system one of a plurality of the local advertisements for causing that advertisement to be displayed additionally to the user at the same time as the advertisement in the broadcast video program.

20. (Previously Presented) The method of claim 19, wherein the selected local advertisement is based on the user's location.

21. (Previously Presented) The method of claim 19, wherein the selected local advertisement is based on a profile of the user.

22. (Previously Presented) The method of claim 19, wherein the selected local

advertisement is provided to a computer and the broadcast video program to a television.

23. (Previously Presented) The method of claim 11 further comprising:

- providing a content display interface by each of the local devices;
- providing a plurality of display options via the content display interface for customizing where on a display screen the interactive content is displayed;
- receiving a user selection of one of the plurality of display options via the content display interface; and
- customizing the display layout based on the user selection.

24. (Previously Presented) The method of claim 23, wherein the plurality of display options provided by the content display interface are limited based on the type of local device identified by the server system.

25. (Previously Presented) The method of claim 15, wherein the broadcast video program includes a video signal, wherein the video signal does not include any triggers for accessing the interactive content.

26. (Previously Presented) The method of claim 15, wherein the interactive content is identified by the server system independent of identifying information from the local devices.

27. (Currently amended) A system for enhancing a broadcast video program comprising:

- plural types of local devices having different hardware platforms; and
- a server in communication with each of the plural types local devices over a data communications network, the server system including a processor and a memory operably coupled to the processor and having program instructions stored therein, the processor being operable to execute the program instructions, the program instructions

including:

transmitting interactive content originating from the server associated synched with a broadcast video program originating from a headend to the plural types of local devices configured to store the interactive content in local data stores coupled to the local devices;

identifying the plural types of local devices receiving the transmitted interactive content that are to provide interactivity with the interactive content;

selecting a plurality of different base software programs for the identified plural types of local devices;

transmitting over the data communications network the plurality of selected base software programs to the plural types of local devices based on the identified types; and

during the broadcast of the video program providing to the plural types of local devices over the data communications network one or more messages to command the local devices to retrieve the content identified by the one or more messages from their respective local data stores to display the identified content on the plural types of local devices,

wherein each of the plurality of selected base software programs include instructions to receive and interpret the one or more messages from the server system and instructions to display the interactive content in accordance with requirements associated with the type of local device.

28. (Previously Presented) The method of claim 1, wherein the one or more messages transmitted by the server system is timed with a particular event of the broadcast video program to command the local devices to retrieve the content identified by the one or more messages from the local data stores to display the identified content in a manner that is synchronized with the particular event of the broadcast video program.

29. (Previously Presented) The method of claim 1, wherein timing of the display of the interactive content is directed by the one or more messages transmitted by the server

system and not from any triggers embedded in the interactive content.

30. (Previously Presented) The method of claim 1, wherein layout of the interactive content varies depending on the type of local device displaying the interactive content.

31. (Previously Presented) The method of claim 1, wherein the plural types of local devices include a personal computer, a set-top box, a net-top device, and a wireless device, wherein the one or more messages are concurrently transmitted by the server system to each of the plural types of local devices.

32-34. (Canceled)

35. (Previously Presented) The method of claim 1, wherein the broadcast of the video program is over a broadcast signal separate from the data communications network transmitting the one or more messages.

36. (Previously Presented) The method of claim 35, wherein display of the interactive content is synchronized with the broadcast video program via the one or more messages.

37. (New) A method for enhancing a broadcast video program, comprising:

transmitting interactive content combined with the broadcast video program from a server system to plural types of local devices having different hardware platforms over a data communications network, each of the plurality of local devices storing the transmitted interactive content in a local data store coupled to the local device;

identifying by the server system the plural types of local devices receiving the transmitted interactive content that are to provide interactivity with the interactive content;

selecting by the server system a plurality of different base software programs for the identified plural types of local devices;

transmitting by the server system over a data communications network a corresponding one of the plurality of selected base software programs to each of the plural types of local devices based on the identified type; and

during the broadcast of the video program, the server system transmitting to the plural types of local devices over the data communications network one or more messages to command the local devices to retrieve the content identified by the one or more messages from their respective local data stores to display the identified content on the plural types of local devices, wherein each of the plurality of selected base software programs receives and interprets the one or more messages from the server system and displays the interactive content in accordance with requirements associated with the type of local device.

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